

6. VISION AND GOALS



The community's collective and individual recommendations that emerged from the July 21 workshop provided the essential ingredients for the development of an initial Vision Statement outlining Kennedy Street's future. While the Statement was put into narrative form by the planning team, it is drawn from the extensive notes, drawings, and diagrams generated by workshop participants. As expressed by during the workshop – as well as during other public forums and during discussions with the Advisory Committee – the statement builds on existing assets while identifying opportunities for the creation of new value for both existing and future residents and businesses.

A Vision for Kennedy Street

Kennedy Street is the heart of a safe, clean, attractive, neighborhood of choice that celebrates its diversity in terms of race, ethnic background, incomes, age, and other measures. Its scale, character, physical appearance, public realm, and mix of uses are designed to serve the needs—and engage the lives—of the area’s multiple populations. New and existing residents and businesses add vitality to and strengthen the street’s role in ways that engage and enrich Kennedy Street’s community, one that encompasses all who reside, work, worship, study, or play along or near the corridor.

Kennedy Street maintains its “main street” character with a rich variety of building types, styles, uses, and relationships to the street. The corridor’s public elements—defined by its sidewalks, its streets, landscaping, street lights, shop windows, bus shelters, and signage—contribute to the corridor’s unique sense of place. The buildings are sensitive to their neighborhood, adhering to design guidelines that outline the relationship between existing buildings and any new development. Shop windows and facades provide opportunities for increased transparency and accessibility. Sidewalks allow for a range of active uses; combined with the continued presence of residential buildings, they are signature ingredients in the community’s desire for “eyes on the street” and for uses that not only enhance security but that contribute to the neighborhood’s vibrancy and vitality.

The Kennedy Street community continues to build a future that safeguards its existing strengths—from its charter school to its senior wellness center to its churches to its diversity of housing opportunities to its diversity of populations—while seeking to generate new social and economic value along the corridor. With locally-based institutions bringing strengthened community development capabilities to the street, and working collaboratively with District agencies and the private sector, all members of the community, whether newcomers or old-timers, are actively engaged in pursuing the revitalization plan’s goals and in contributing to sustaining Kennedy Street as a proud neighborhood of collegiality and achievement.

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The community also identified, as part of the July workshop, a set of goals that are supported by the

Vision and that describe in more specific detail the attributes of the corridor's future.

The Goals

KENNEDY STREET WILL BE...

- Safe for residents, businesses, and visitors
- Clean
- Drug- and graffiti-free
- A place that embraces diversity of races, ethnic backgrounds, incomes, and ages
- A place that continues to welcome all incomes and all groups

KENNEDY STREET WILL HAVE...

- A healthy and varied array of small, locally owned, neighborhood-focused businesses
- Convenient parking for businesses and residents
- Affordable housing that keeps the community intact while promoting long-term economic diversity
- A community center or centers accessible to all
- A variety of appropriate places that variously attract children, adults, and seniors to enjoy the street
- Pedestrian-friendly sidewalks and neighborhood-friendly streetscape



Outdoor dining areas can add an additional level of activity and vibrancy to a street.



Bus stops should include clean, well-lit and attractive shelters.



Storefront engaging both streets and corner.

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KENNEDY STREET WILL LOOK LIKE...

- A “main street” with its historic buildings and community-supported arts integrated into the public realm and streetscape
- A neighborhood that promotes “eyes on the street” as well as transparency along its commercial sections
- A community that expresses pride in its diversity through its physical appearance, variety of businesses, and range of neighborhood-wide social activities

KENNEDY STREET WILL FLOURISH BECAUSE...

- It will be usable and welcoming, with desirable destinations, and walkable, with attractive, well-lit landscaping, sidewalks, and storefronts
- It will continue to reflect cultural diversity through its range and types of businesses,
- It will have youth programs and invite youth involvement
- It will be sustained both through ongoing involvement in the welfare of the neighborhood by its residents, business and property owners, and institutions, and through its collaboration with City agencies in strengthening Kennedy Street’s long-term well-being



Seasonal farmer's markets attract shoppers to an area and can make under-utilized spaces and side streets more vibrant.



Left-over space in the public right-of-way or empty lots can be converted into landscaped areas for seating or outdoor activities.



Well-lit commercial streets create a sense of warmth and security at night.

From Vision to Core Themes

With further input from the Advisory Committee, the Vision was distilled into the five major themes – each supported by a key goal – that comprise the heart of the plan. Each of these themes identifies a significant area of concern that needs to be addressed if Kennedy Street’s revitalization is to be successful. As such, the plan’s implementation strategy is also organized according to this set of themes and is based on the rationales that follow a description of each theme and its accompanying goal.

THEME 1:

CLEAN AND SAFE NEIGHBORHOOD

Goal: Ensure a clean, safe, and beneficial environment where it is enjoyable to live, work, and be entertained.

Background: In addition to challenges relating to trash and graffiti removal, there is a perception that Kennedy Street is a high-crime area, with a proliferation of abandoned properties. Furthermore, the neighborhood is seen as home to at-risk youth.

THEME 2:

CREATING SPECIAL PLACES

Goal: Connect Kennedy Street to the community and create new mixed-use nodes through quality urban design and street-activated uses.

Background: Kennedy Street already has numerous examples of mixed-use buildings that include ground-floor retail and residential units above. Mixed-use provides the opportunity for increased vibrancy and activity without displacement, while fulfilling the community’s desire for improving the overall look of the street and its buildings.

THEME 3

ECONOMIC DEVELOPMENT AND HOUSING

Goal: Encourage new, mixed income, mixed-use developments while provide new opportunities for existing residents and businesses.

Background: While looking to support existing residents – renters as well as homeowners – and businesses, the plan highlights the need for neighborhood-serving, increasingly diverse retail and for maintaining opportunities for affordable rental and homeownership housing.

THEME 4

TRANSPORTATION AND PUBLIC REALM

Goal: Create a walkable, safe public realm that encourages mobility and connectivity.

Background: While improving pedestrian and bicycle safety, action on behalf of this theme will also improve streetscape and public realm amenities, and will focus on the issue of perceived parking insufficiencies.

THEME 5

COLLABORATION AND PARTNERING

Goal: Empower residents to support implementation of the plan.

Background: The plan is an advocacy document, and its successful implementation will be driven at least in part through its support by the widest possible cross-section of neighborhood residents, businesses, and community and institutional leaders, working with and through the appropriate City agency partners.

From Vision to Core Themes to Recommendations

A series of recommendations, outlined by the Advisory Committee and discussed by the community at large, followed the articulation of these themes and goals. The following chapter outlines those recommendations. It shows how and where various development scenarios along the corridor might emerge to support the Plan's goals, and identifies how those goals can be further supported through public policy interventions and initiatives.